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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/019,544	05/09/2002	Peter Steffen Ebert	07781.0021-00	7477
22852	7590	07/05/2007		
FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER LLP 901 NEW YORK AVENUE, NW WASHINGTON, DC 20001-4413			EXAMINER KESACK, DANIEL	
			ART UNIT 3691	PAPER NUMBER
			MAIL DATE 07/05/2007	DELIVERY MODE PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	10/019,544	EBERT, PETER STEFFEN	
	<b>Examiner</b>	Art Unit	
	Dan Kesack	3691	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on 09 May 2002.
- 2a) This action is FINAL.                    2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 1-52 is/are pending in the application.
  - 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_\_ is/are allowed.
- 6) Claim(s) 1-52 is/are rejected.
- 7) Claim(s) \_\_\_\_\_ is/are objected to.
- 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.
 

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a) All    b) Some \* c) None of:
    1. Certified copies of the priority documents have been received.
    2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)            | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)   | Paper No(s)/Mail Date: _____                                      |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date <u>9/17/2002</u> .   | 6) <input type="checkbox"/> Other: _____                          |

## DETAILED ACTION

1. This application has been reviewed. Original claims 1-52 are currently pending.

The rejections are as stated below.

### ***Claim Rejections - 35 USC § 103***

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

3. The factual inquiries set forth in *Graham v. John Deere Co.*, 383 U.S. 1, 148 USPQ 459 (1966), that are applied for establishing a background for determining obviousness under 35 U.S.C. 103(a) are summarized as follows:

1. Determining the scope and contents of the prior art.
2. Ascertaining the differences between the prior art and the claims at issue.
3. Resolving the level of ordinary skill in the pertinent art.
4. Considering objective evidence present in the application indicating obviousness or nonobviousness.

4. Claims 1-52, are rejected under 35 U.S.C. 103(a) as being unpatentable over Conley, Jr. et al., U.S. Patent No. 5,999,193, hereinafter Conley, in view of Applicant's admitted prior art.

Claims 1, 4, 8, 14, 17, 21, 27, 30, 34, 40, 43, 47, Conley discloses a system and method for generating graphs for displaying a company's performance relative to industry standards (abstract), comprising:

accessing information relating to general performance of a business in relation to an industry wherein the information includes a business ratio value, and an industry average value;

processing the information; and

creating a display, including in the display the average value of the industry wherein the business ratio value is indicated in relation to the industry median value, and further including in the display at least one reference demarcation regarding a performance of the business in relation to the industry (figure 2).

Conley fails to teach the information including an industry upper quartile value, and industry median value, and an industry upper quartile value, and wherein the display includes said values.

Applicant discloses the invention substantially as claimed in Applicant's Description of Related Art section of the specification. Specifically, Applicant discloses that accessing information relating to general performance of a business, and the performance of an industry, wherein the information includes industry lower quartile value, an industry median value, and an industry upper value, processing said information; and displaying said information was known at the time of Applicant's invention (Applicant's specification, paragraphs 3 and 4). Furthermore, Applicant discloses the "business ratios" are known in the art of benchmarking. Benchmarking is

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inherently a comparison of actual performance to a standard, and therefore it was known at the time of Applicant's invention to compare the performance of a business to the rest of the industry, using said "business ratios." It would have been obvious at the time of Applicant's invention to modify the teachings of Conley to include the industry lower quartile, industry mean, and industry upper quartile because these ratios are known to be the metrics used when comparing the performance of a business to the industry, which is the field of Conley's invention.

Claims 2, 3, 9, 10, 15, 16, 22, 23, 28, 29, 35, 36, 41, 42, 48, 49, Conley fails to teach the particulars of forming the display based on the information.

Official Notice is taken that graphing median, upper quartile, and lower quartile values in the form of a boxplot, and marking points on a line to compare values is old and well known in the art. The limitations of the claims are the mental steps which would be obvious to perform in creating a boxplot, and plotting a point on the line. It would have been obvious to one of ordinary skill in the art at the time of the Applicant's invention to modify the teachings of Conley, and Applicant's specification to include a boxplot because benchmarking is a comparison of values, and plotting a point over a boxplot would be the optimal way to compare a value to a median, upper, and lower quartile value.

Claims 5-7, 11-13, 18-20, 24-26, 31-33, 37-39, 44-46, 50-52, Conley teaches a reference demarcation indicating the relation of the business to the industry, the

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demarcation including different colors or shading depending on where the business metric lies in relation to the industry metrics. It would be an obvious next step to include different demarcations depending on the relationship of the business metric to the median, upper quartile, and lower quartile values, according to Conley modified by Applicant's admitted prior art. Examiner notes that while Conley does not explicitly teach a plus and a minus sign, this limitation is regarded as design choice, and it would be obvious to use any color, symbol, or pattern.

### ***Conclusion***

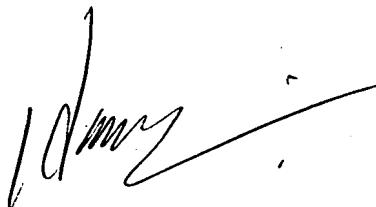
Any inquiry concerning this communication or earlier communications from the examiner should be directed to Dan Kesack whose telephone number is 571-272-5882. The examiner can normally be reached on M-F, 9:00am-5:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Alexander Kalinowski can be reached on 571-272-6771. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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HANI M. KAZIMI  
PRIMARY EXAMINER